

#MS7248

Hair & Skin Care Products for ALL



Be Serene is a **WBENC** and **NGLCC** small business supplying extra moisturizing Hair & Skin Care products formulated for diverse patients while still being loved by ALL. Be Serene was started by two mothers of diverse families. With over two decades of developing hair & skin care products for some of the most well known brands in retail.

Michelle LeClair & Tracy Holland noticed that healthcare facilities were not providing moisturizing products that properly cared for their family members' curly hair & melanin skin, so they decided to pivot their existing cosmetic businesses into filling this gap.

Be Serene created products that are Sulfate and Paraben free and include 16 moisturizing ingredients, such as, coconut, shea butter and Rapeseed oil, which is light and high in Omegas so it is easily absorbed by the hair

strand. There is NO build up or weighing down the hair like other products with heavier waxes and oils. Additional water-soluble ingredients create a nice slip to the hair for less breakage when combing.

Be Serene's lotion was created for sensitive skin with moisturizing ingredients that absorb quickly and won't leave the skin feeling greasy. We offer all important products to help manage hair, such as detangle brushes, wide tooth combs, no pull ponytail holders, unisex satin bonnets and leave in conditioning sprays.

Be Serene's products are formulated with gentle and top quality ingredients that address the need of the diverse patient, but are also loved by the caucasian patient population. We all want ALL of our family members to feel seen and properly cared for when they need it most.



Please contact michelle@beserenebeauty.com for additional information, sizes and pricing.



BE SERENE™

Products That Create Peace Of Mind

OFFERINGS

BIPOC Hair & Skin Care Products

- 4oz Adult Shampoo & Body Wash
- 4oz Adult Hair Conditioner
- 4oz Adult Body Lotion

Baby Products

For All Skin Types

- 4oz Baby Shampoo & Body Wash
- 4oz Body Lotion



Be Serene was created & formulate by mothers for their black and brown family. We did not rebrand existing product that was not formulated for BIPOC just to fill a niche. Our water soluble moisturizing ingredients are absorbed by the hair strand which stops build up or weighing the hair down.

	Be Serene	MEDLINE OR CANTU
WBENC Certified	✓	X
NGLCC Certified	✓	X
USA Made	✓	X
USA Manufactured	✓	X
Recycled Packaging	✓	X
Formulated for BIPOC	✓	X
14 Moisturing Ingredients	✓	X
Sulfate Free	✓	✓
Paraben Free	✓	✓
Fragrance Free	✓	X



Moisturized with rapeseed oil and coconut.



Item No.	Description	QTY per		Tier 1	Tier 2
		CUOM	CUOM		
1001A	Adult Hydrating Shampoo Wash	CA	48	\$79.68	Locally Negotiated
1002A	Adult Hydrating Conditioner	CA	48	\$81.12	Locally Negotiated
1003A	Adult Hydrating Shea Butter Body Lotion	CA	48	\$81.12	Locally Negotiated
1004A	Baby Sensitive Extra Moisturizing Body Lotion	CA	48	\$84.00	Locally Negotiated
1003A	Baby Sensitive Skin Extra Moisturizing Shampoo & Body Wash	CA	48	\$84.00	Locally Negotiated

Tier 1: Access | Tier 2: Locally Negotiated